

MARCOM
AWARDS



Aruliden | Material+

katefarms®



Overview: Kate Farms is the number one plant-based formula on the market serving thousands of patients suffering from severe, chronic diseases to less serious medical issues, and is available through prescription and over-the-counter. Aruliden, Material's design studio, was tasked by Kate Farms to create a refreshed product architecture, brand identity and packaging.



Category
Strategic Communications -
Marketing/Promotion Campaigns

Subcategory
Branding Refresh

OPPORTUNITY

Kate Farms has historically been medically focused, which was a purposeful strategy to build credibility in the nutritional space. Having now built that credibility, the brand was deepening its investment into a more consumer-facing business with a refreshed brand strategy and refined target audience.

Aruliden, Material's design studio, was tasked with creating a refreshed product architecture, brand identity, packaging, and messaging to support the new brand strategy, while teaching Kate Farms what these deliverables are, why they matter, and how to use them.

CLIENT SOLUTION

During the process, we expanded our scope and helped Kate Farms gain a deeper understanding of their new target audience, digging into what they value, desire, and the challenges they face.

This important step allowed us to find and create a careful balance between the contrasting qualities that appeal to the holistic values and mindset of the target audience. This was then represented through the project work by:

- Creating a master design brand principle rooted in layers that served to be a visual metaphor for the positive impact, relationship and partnership Kate Farms offers its customers.
- Infusing the brand's visual identity and packaging with warmth, care and approachable humanity to highlight its unique point of difference.

CLIENT SUCCESS

The end result allowed us to unite the efficacy and emotion of Kate Farms' science with the care for its products and audience - shown through the brand identity, packaging and messaging:

- Building a product architecture that clarified offerings, creating a blueprint for innovation, and bringing more value to the customers.
- Developing three vertical categories of products, rooted in the type of care each provides.
- Creating a clear tone of voice for the brand.
- A purposefully refreshed brand logo, new set of brand colors, library of bespoke illustrations for each product line and individual SKU, website design concept, campaign concepts, brand photo art direction, and modular physical design for medical trade show presence.

Packaging

ORIGINAL VS REFRESHED



ORIGINAL



REFRESHED

Packaging

WHAT IT LOOKS LIKE

NEW LOOK



Plant-based cap

Made with renewable resources

Updated logo

A testament to Kate Farms' science-backed ingredients (leaf) and care (heart)

New quality seal

Communicates All Good Things® inside

Color-coded flavor system

Now higher up on the label



Updated illustration

Caloric density

Now located on the bottom

REFRESHED LOGO + NET NEW CARE SEAL

WHAT IT LOOKS LIKE



Product Architecture — Overview

Our product architecture has been built to clarify our offerings, create a blueprint for innovation, and bring more value to our customers.

There are three vertical categories of products, rooted in the type of care they provide. Under these categories we have our products organized horizontally by age: products for our default ages 1+, and products for kids ages 1-13 years old.

Plant-based
Easily-digested
Without dairy, soy, gluten or corn



Supportive Care

Shakes for a balanced meal at home or on-the-go.



Vital Care

Sole-source nutrition formulas for a range of health and dietary needs.



Focused Care

High quality nutrition for specialized health needs.









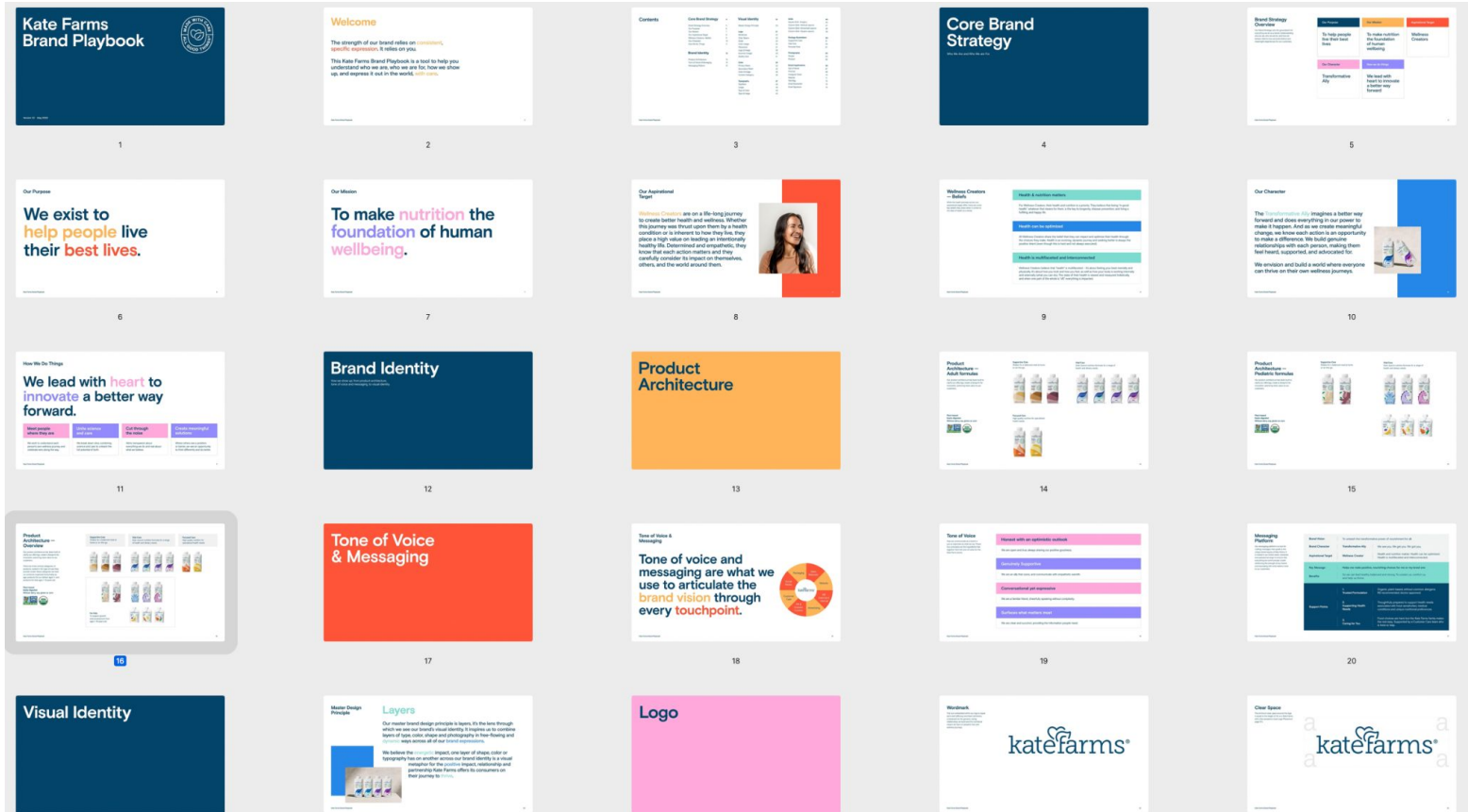






BRAND PLAYBOOK

WHAT IT LOOKS LIKE





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